

Message Text

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ACTION COME-00

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R 281147Z FEB 75
FM AMEMBASSY RABAT
TO SECSTATE WASHDC 4738

UNCLAS RABAT 1093

E.O. 11652: N/A
TAGS: BEXP MO
SUBJECT: MOROCCAN MARKET FOR U.S. WEST COAST LUMBER AND PLYWOOD

REF: STATE 39568

1. LOCAL MOROCCAN TIMBER PRODUCTION CONSISTS OF:
A. EUCALYPTUS: UTILIZED FOR WOOD PULP PRODUCTION, POLES FOR
CONSTRUCTION INDUSTRY, FUEL, ETC.
B. CEDAR: UTILIZED IN LOW-COST FURNITURE INDUSTRY.
C. CORK OAK: UTILIZED MAINLY FOR PRODUCTION OF CHARCOAL.

2. MOROCCO'S IMPORT NEEDS ARE CURRENTLY SUPPLIED BY
WESTERN EUROPE, SCANDINAVIA, AND EASTERN EUROPE FOR SOFT
WOOD; AND WEST AFRICA (MAINLY IVORY COAST) FOR HARDWOOD.

3. MOROCCAN MARKET INTERESTING BECAUSE IT IS GROWING.
IMPORTS ROSE FROM \$22.5 MILLION IN 1972 TO \$32.5 MILLION
IN 1973, AN INCREASE OF 44 0/0. LEADING IMPORTERS INTERVIEWED
EXPRESSED OPINION MARKET SHOULD INCREASE BY A STEADY 10 0/0
PER YEAR FOR FORESEEABLE FUTURE.

4. MOROCCO IS NET EXPORTER OF PLY-WOOD AND VENEER. US
SUPPLIERS SHOULD THEREFORE CONCENTRATE ON LUMBER SALES.

5. EMBASSY BELIEVES IT MAY BE PREMATURE TO CONSIDER TRADE
MISSION. DETAILED TABLES SHOWING IMPORTS BY TYPE, QUANTITY,
VALUE, AND SOURCE BEING AIRPOUCHED. SUGGEST THAT US SOURCE
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UNIT PRICES BE COMPARED TO THOSE SHOWN FOR EACH QUALITY AND

FROM EACH ORIGIN. IF US EXPORTERS ESTABLISH THAT THEY CAN COMPETE WITH TRADITIONAL SUPPLIERS, NEXT STEP WOULD BE TO GET IN TOUCH WITH THE LEADING MOROCCAN IMPORTERS (LIST ATTACHED TO AIRGRAM CONTAINING TABLES) TO ESTABLISH AGENTS/DISTRIBUTORS.

6. ALL SIGNIFICANT PROJECTS UTILIZING LARGE QUANTITIES OF TIMBER HAVE BEEN REPORTED.NEUMANN

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